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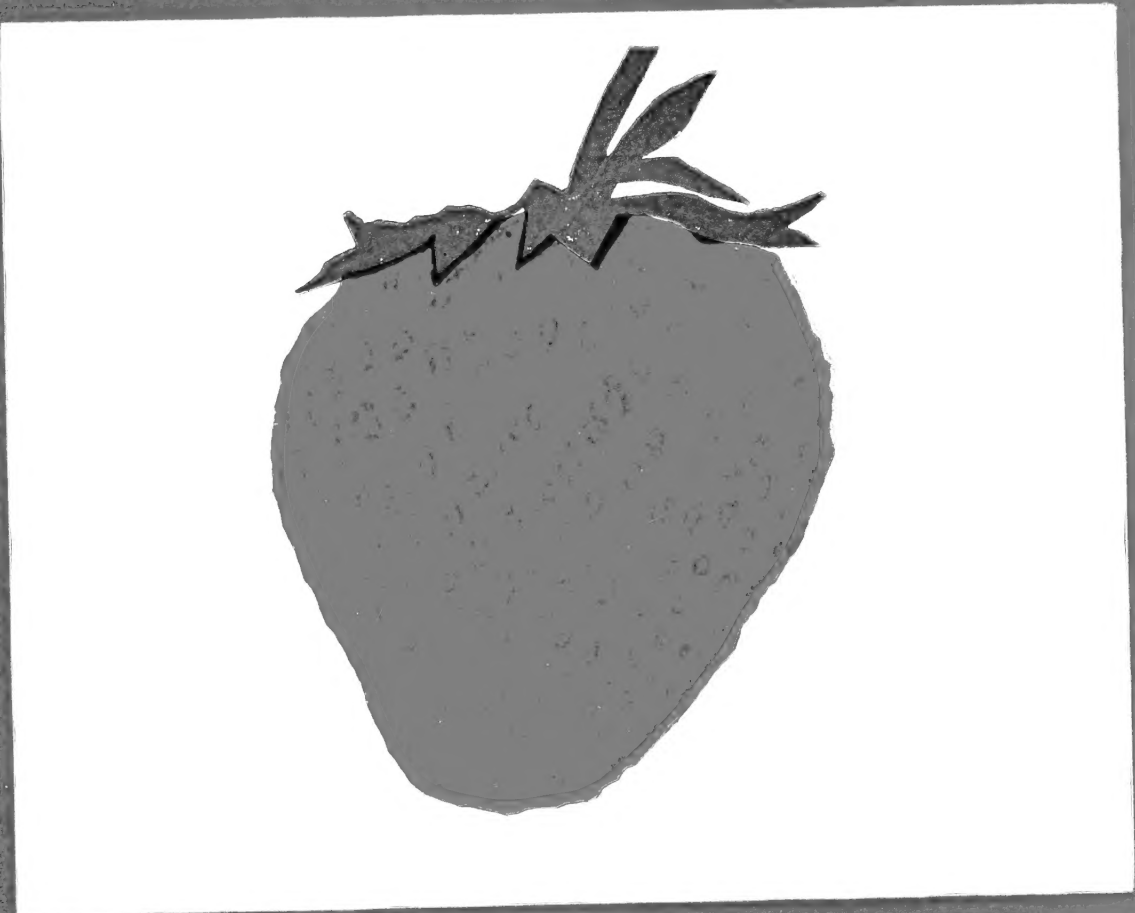
1954

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U. S. Department of Agriculture

Strawberry Catalog

And

Planting Guide



SELECTED STRAWBERRY PLANTS

J. H. SHIVERS
PLANT FARM

ALLEN,

MARYLAND

On Maryland's Eastern Shore

1954 *G*reetings

Once again we take a great deal of pleasure in saying a friendly "Hello" to our many friends who are looking for strawberries to plant this year.

Our plants are in fine shape and will be just what you expect, whether you buy large quantities for wholesale production or a small quantity for personal consumption.

We have always prided ourselves on the cultivation of high grade, sturdy stock and our careful handling of each order assures you of the finest plants obtainable. Our files are full of cherished letters from customers advising us of their complete satisfaction, but even more gratifying is the fact that old customers come back year after year.

Early signs indicate that there may be a shortage of plants again this year, so to be sure of getting your plants, we suggest that you place your order as soon as possible.

Meantime, if you have any questions or growing problems we'll be glad to help you if we can, so that you will have a successful growing season.

Cordially,

J. H. Shivers

MY AGREEMENT TO YOU

I sell by catalog only, and to everyone at the same price, filling all orders with the same high-grade stock. Strawberry plants frequently can be shipped during warm spells in winter, and after the first of March in unlimited quantities. From then until May 1st, I am busy every day filling orders for customers. The earlier you secure your plants the more certain is your success with them. **All orders shipped after May 1st are at purchaser's risk.**

I SHIP OUT FRESH DUG PLANTS, also cold storage, or dormant plants when requested, in slatted crates with plenty of damp moss. We guarantee all plants, shipped out before May 1st to reach you in good condition. If for any reason they do not, notify us at once, so we can refill your order. All claims must be made upon receipt of plants. We cannot be responsible for any plants after they have been received in good condition. If for any reason you refuse plants, have the Express Agent mark reason on shipping receipt and send to us.

TRUE-TO-NAME: I use every precaution to have my plants true to name, and if any should prove otherwise I will replace it, but in no case will I be responsible for any sum greater than that paid for the plants.

REFERENCES: My best references are the many satisfied customers, who have entrusted me with their orders. For bank references kindly write the Farmers & Merchants Bank, Salisbury, Md., or the Bank of Somerset, Princess Anne, Md. Enclose stamp for reply.

PLANTING GUIDE

The strawberry is grown in nearly every section of the United States, in parts of Canada and even in Alaska. It is adapted to a wider range of soil and climate conditions than most small fruits. The crop is produced on large acreage for commercial purposes, while the "Strawberry Bed" forms a part of every well kept home garden.

In this limited space I will give suggestions for the most necessary details for successful strawberry growing. You may get more information by writing us or from the U. S. Department of Agriculture, at Washington, D. C., who will, upon request, send you bulletins on strawberry culture, free and postpaid. A strawberry grower should take this means of keeping in touch with the newer developments and methods being employed in present strawberry culture.

SOIL. Practically any soil that will grow good field crops will grow good berries—good rich, sandy loam preferred. All kinds of fruit plants demand that the soil be able to hold moisture well, and the same time drain easily. Excellent results are secured on both sandy and clay types of soil under the proper cultural management. Any soil selected for strawberry growing should be well provided with organic matter as this tends to prevent heaving out of plants in winter and enables the crop to withstand the droughts of summer. Even the extreme types of soils including sandy, gravelly or stiff clays can be made to produce profitable crops of berries where the land is well improved by the addition of organic matter and the proper fertilizers applied.

Organic matter in the form of legume crops manure or sod should be turned under far enough in advance of planting to allow it to become decomposed in the soil.

SOIL PREPARATION: Soil for setting strawberry plants should be plowed deeply and harrowed until it is loose and level. I like fall plowing as it allows the soil to settle and turned-under vegetable matter to decay. Spring plowing is all right, but fall plowing is better when possible. The land should be thoroughly harrowed in spring, followed with a culti-packer or roller to preserve moisture after planting. It is best to plant some cover crop such as oats or rye which is to be plowed under except in the case of sod land which should be left rough over winter to kill the white grub.

Several weeks before planting, the cover crop should be turned under or rough land disced thoroughly. A week or ten days before the plants are set, the final preparation of the plant bed should be made, at which time the fertilizer should be applied.

Stable manures are the best fertilizers I have found. They not only furnish the necessary plant food, but also make the heavier soil of finer texture, and the light sandy soils of greater water holding capacity. This may be applied in the fall and plowed in or spread on land after plowing and worked in the soil well. The best results I have ever obtained were by opening the rows and putting some fine manure in the row during the winter.

However, if coarse manure is not convenient you can get very good results from commercial fertilizer. A mixture composed of 1,500 pounds dissolved bone and 500 pounds super phosphate. The analysis of this mixture is about 3-10-0. Use about 500 or 600 pounds of this per acre in the drill before the plants are set, or alongside of the plants, and thoroughly work in with hoe or cultivator soon after setting the plants. Where applied in the drill, it should be worked in thoroughly, going at least twice in each row with a horse and cultivator to mix it in. If applied broadcast, 1,000 pounds or more per acre of this mixture thoroughly harrowed in before the plants are set, can be used without injury and possibly to advantage. If this amount is to be used, however, I would much prefer to put five or six hundred pounds in the drill and use the balance as a side dressing in late summer. I have used as much as 700 pounds without injury, but have seen severe injury from 1,000 pounds in the drill, not thoroughly mixed with the soil. In no case should nitrate or potash salts ever be used in any mixture drilled under the plants. Contact of any of these materials with the roots will surely burn them. In the past many thousands of plants have been killed by such methods. As a top dressing to be used in late summer, or in early spring before growth starts, I have seen 6-8-6 and 5-10-5 fertilizer give excellent results. In a very dry season on very light soil, I have seen fertilizer applied in early spring cut down the yield by producing a heavy growth of foliage which sucked out the scanty supply of moisture.

WHAT TO DO WHEN THE PLANTS ARRIVE: Order your plants early, before foliage starts to grow and set plants out upon arrival if possible. If impossible to set upon arrival, place plants in cold storage if available at 32 degrees F. until conditions are right for setting. When no cold storage is available, dig a V-shaped trench, open the bundles, spread out in thin layers with buds just even with the surface of the ground and firm the soil back against the roots of the plants. If necessary, several layers of plants can be heeled-in the same place with one or two inches of soil between each layer of plants. Wet the soil and roots of plants thoroughly when heeling-in is done.

WHEN TO PLANT: The best time to plant is sometime during March or April, or as soon as the ground can be made ready for planting, **LATER PLANTING RETARDS NORMAL GROWTH AND DEVELOPMENT.** Order your plants as early as possible; plants set early start quicker and make a more vigorous growth of plants. I begin shipping during warm spells in winter, and after the first of March in unlimited quantities.

Many inquiries come in regard to planting in August. Plants at that season of the year are not matured enough to permit digging or shipping without too much waste. Therefore, spring is the most natural and successful time for planting.

METHOD OF SETTING: There are many methods of setting strawberry plants. No particular method has advantage over another except in the saving of labor. The important thing is to get your plants in the ground the same depth as they grew in the original bed and to pack the dirt firmly around the roots. This done, there is little choice as to the method of doing it.

SETTING THE PLANTS: We recommend setting the plants in rows $3\frac{1}{2}$ to 4 feet apart, or even as far as $4\frac{1}{2}$ feet apart, if the soil is very fertile. The plants should be set 15 to 24 inches apart in the row, depending on the varieties set, the width of the rows themselves and the fertility of the land. Free growing varieties like Dunlap, Missionary and Blakemore which make large numbers of plants should be set farther apart than varieties like Chesapeake, Lupton and others that make larger plants, and not so many of them.

SCALE OF SETTING PLANTS

Approximate Numbers of plants Required for 1 Acre for Various Distances.

Rows	In Row	Plants Per Acre
3 ft. apart	18 in.	9,700
3 ft. apart	24 in.	7,300
$3\frac{1}{2}$ ft. apart	18 in.	8,300
$3\frac{1}{2}$ ft. apart	24 in.	6,200
4 ft. apart	18 in.	7,300
4 ft. apart	24 in.	5,500

CULTIVATION: The cultivation is always important and should be started as soon as the planting is finished. If one will take the trouble to destroy all grass and weeds the year previous on land to be planted in strawberries, it will be found to pay handsomely, as the seeds thus destroyed will not be in your berry beds to plague the grower and run up the cost of hoeing. Keep them clean until frost, hoe shallow so as not to disturb the roots, and success is assured.

VARIETIES: The selection of varieties should be governed by the local conditions and the demand of the markets to be furnished. Information is available from your State Agricultural Experiment Station, local growers or County Agent. Some varieties are very popular in the South, while other varieties are more popular in the Central and West. The North select and find more satisfaction in growing an entirely different variety from the other sections. New varieties are constantly being developed and tested.

MULCHING: Before severe weather starts the plants should be covered with 1 to 3 inches of good mulching material such as hay, straw or pine needles. As spring growth starts this mulch where too thick should be pulled open and arranged under the plants. Plants for the most part are usually able to push through thinner mulches, unless it packs. This mulch serves to support the fruit and avoids rot and grit, making your berries cleaner and firmer to harvest and the mulch keeps the moisture up in dry, windy weather.

MARKETING: The ultimate value of a crop of berries is determined by the selling price. Well grown fruit should receive the greatest care in harvesting, packing and shipping, so that it reaches the consumer in as good condition as possible. There is usually an oversupply of poor fruit, but very rarely is the market glutted with good fruit, well displayed. Intelligent grading pays. A dishonest pack hurts the shipper most. Some form of ventilated crate should be used for best results in transit.

COLD STORAGE PLANTS

We have had quite a few orders for dormant or cold storage plants during the last several years, and will have a limited supply of cold storage plants for those who request dormant plants.

After experimenting with dormant plants for several years, have found for late plantings, they will start quicker and grow a better bed of plants than the fresh dug plants or those dug after the new foliage has put out. I would recommend dormant plants for all late plantings.

Plants dug in mid-winter or early spring and placed in cold storage at about 32 degrees, will stay dormant and do well, if weather is favorable as late as the first of June. If you have never tried cold storage plants, order some! I assure you, results will be surprising.

We have a limited supply of "virus free" strawberry plants put out by the United States Department of Agriculture. If you are interested in purchasing some of the "virus free" plants, we will be pleased to quote you on Premier, Blakemore, Catskill, Sparkle and Massey varieties.

HINTS FOR THOSE WHO MAY BE INTERESTED IN VARIETIES FOR ROADSIDE MARKETS.

For an early variety, would suggest the Fairfax, Midland, Premier, Robinson and Temple, in the North and West. Would recommend for the Southern growers, Blakemore, Missionary, Klondyke, Tennessee Shipper and Tennessean.

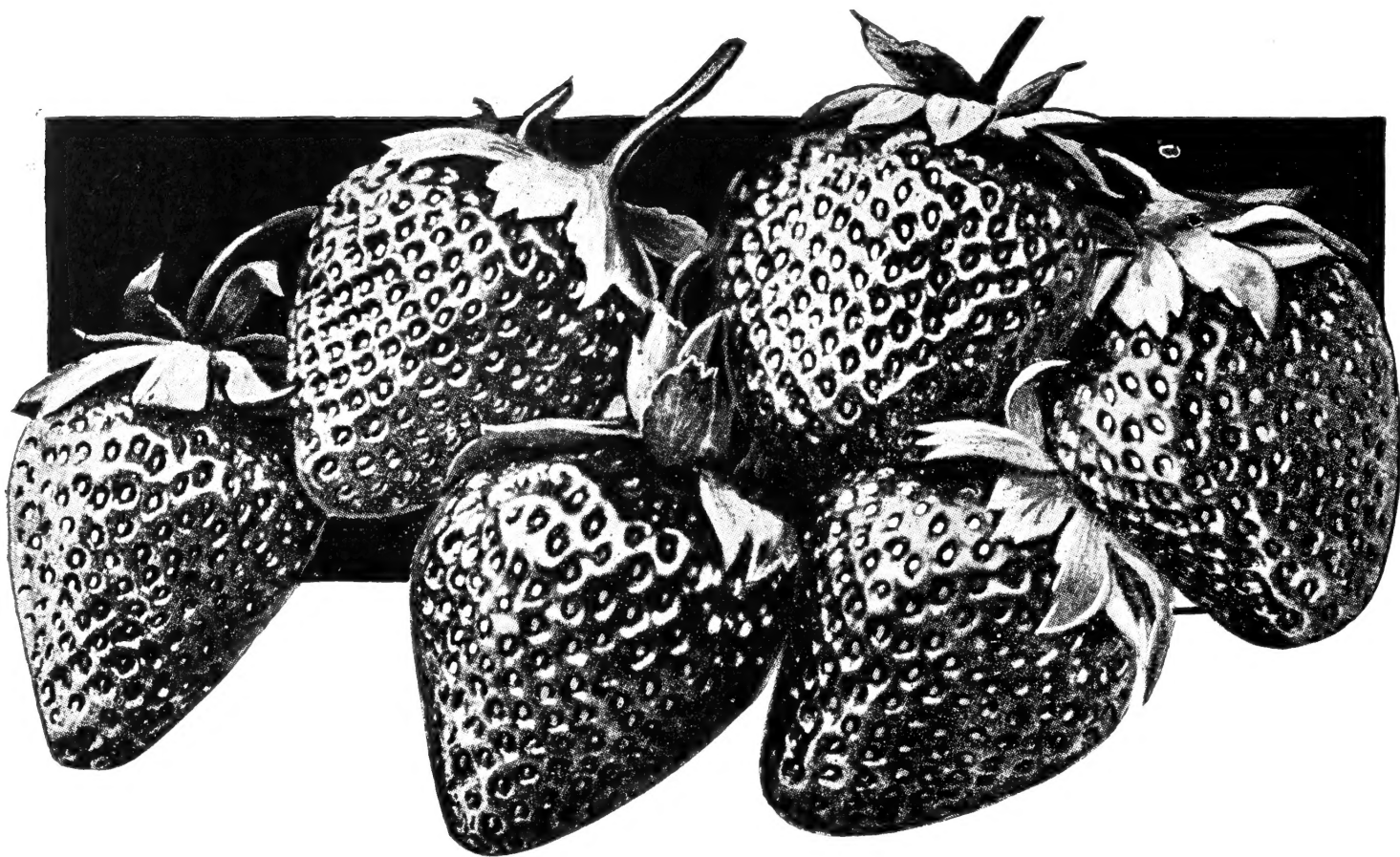
For Mid-season the Catskill, Aberdeen, Big Joe and Tennessee Beauty will be popular varieties.

Late Varieties: Chesapeake is still No. 1, that is if you have land suitable for them. Then Fairpeake, Aroma, Red Star and Lupton.

It is always advisable to have some everbearers for the Roadside market in the fall.

Everbearers planted in rich soil and well taken care of can pay well. Strawberries are in great demand in the fall months and attract buyers. Would advise Gem and Mastodon varieties or both.

EARLY VARIETIES



PREMIER

FAIRFAX

DORSETT

BLAKEMORE

TENNESSEAN

TEMPLE

MISSIONARY

MIDLAND

ROBINSON

BELLMAR

KLONDYKE

DUNLAP

FAIRMORE

SOUTHLAND

TENNESSEE SHIPPER

PREMIER

(HOWARD 17)

PLANT GROWTH: Premier plants from good stock will make a good fruiting bed of perfectly healthy plants. Premier does well over a large territory, chiefly in the middle and northern states. They are usually called the frost proof berry and for this reason are grown by more commercial growers than any other variety ever introduced.

SIZE, QUALITY AND PRODUCTIVENESS: The berries are a medium red in color, have a medium size green cap that will stay green throughout the season under favorable conditions. I still think a quart of Premier berries that have been grown right and picked well has a very handsome appearance and is attractive as any variety in its box. The quality will compare well with most other varieties. It is moderately firm and looks well. Good for local market or long truck shipments but do not advise it for ice shipments.

FAIRFAX

PLANT GROWTH: The Fairfax makes a strong robust growth of perfectly healthy plants. The plants are larger and spaced farther apart than the Dorsett. The leaves are large, dark green, and somewhat glossy.

SIZE AND QUALITY: The berries average very large. In size and appearance they resemble the Chesapeake, having prominent yellow seeds, shiny almost polished surface which makes the berries very attractive to buyers upon reaching the market. Appearance alone will make the Fairfax bring top prices on the market.

The berries are light when they first ripen but become dark when over ripe and are sometimes dark when they reach the market. This does not mean a state of decay for they retain their flavor and remain firm for several days after they turn dark. Buyers have learned that the berries, even though they become dark in color, hold their flavor and firmness. This has given them a high place on the market. From my experience you will not go wrong by trying Fairfax to see how attractive they are. It is a strong competitor for leadership and is gaining in popularity.

PRODUCTIVENESS: The Fairfax will not make as many plants as Dorsett or Premier, but not subject to become too thick for a good crop of fruit. The fruit of Fairfax is larger than Dorsett but does not produce quite as many berries. The higher price received for berries the past seasons has caused a demand for this variety. It rates as "tops" for the home garden.

DORSETT

PLANT GROWTH: The Dorsett was introduced several years ago. The plant is a very vigorous grower, producing many runners. In good soil, it has a tendency to become too thick and a matted row is the result. The plants are not as large as the Fairfax. Some growers rate Dorsett as one of the best.

SIZE AND QUALITY: Under favorable conditions the berries are very large and conic in shape. At the proper picking stage, the berries are medium light in color and retain their lightness even after they begin to get quite ripe. The appearance alone should sell them. Its flavor is mildly sub-acid; under normal conditions it is sweet and very pleasing in flavor but not so rich as Fairfax. However, when the fruit is overripe the flavor does not become so objectionable as in many other varieties. It has proven especially well on heavy soils.

PRODUCTIVENESS: They ripen about the same time as Premier, and are very productive. Some of my customers claim they yield fully as well as the Premier, while others say they do not. With me, experience has proven that they do not produce quite so well as the Premier although the quality of the berries is better throughout the season. Should you be short of pickers or weather conditions prove unfavorable for picking, Dorsett berries will carry over in better condition than the Premier.

TENNESSEAN

This is a new variety originated at West Tennessee Experiment Station. It is a cross with two Tennessee developed varieties made by J. P. Overcash. It has the outstanding feature of blossoming after the Blakemore, but will have berries ripen before the Blakemore. It is a variety which can be grown in any section where the Blakemore proved a success. The fruit is very bright red with bright green cap, larger than the Blakemore. In test plots, the yield was better even than the Blakemore. The Tennessean 965 about equals the Blakemore as a plant maker, and is a good berry for freezing, and tests show it to be a good shipper. Our supply of plants is limited, so advise you to place your order early.

SOUTHLAND

A berry recommended for the Southern States. Berries are large, firm and of good quality. Plants make a good growth of very healthy plants.



BLAKEMORE

The Blakemore is a U. S. Department of Agriculture cross of Missionary and Premier. This variety is very popular in the area where Klondyke and Missionary are grown.

PLANT GROWTH: Blakemore makes a vigorous growth and should be kept thinned out for best results. The foliage is healthy and stands up very well during the entire fruiting season.

SIZE AND QUALITY: The berries are very firm and will stand long distance shipping in excellent condition. It has become very popular with the Maryland growers because of firmness and keeping qualities if kept on the vine and also after picking. In fact, it will keep well on the vines several days should weather conditions delay the picking. The fruit is very light in color and very attractive.

PRODUCTIVENESS: It is medium in size if the plants are properly spaced, but when allowed to get too thick the berries will run down fast. In planting Blakemore be sure to have them properly spaced to about 6 plants to the square foot. The fresh fruit is rather tart but is a favorite with the "cold pack" men and is one of the best berries for canning.

MISSIONARY

Missionary is the old reliable early variety for the South.

The leading berry in the Southern States. Will do well on almost all soils but will do better than most varieties on light soil.

The berries are medium in size, dark red in color, with a tart flavor and attractive in appearance. It is a good shipper and has for a long time been a favorite with the "juice men." The Blakemore is more popular in this section, but in some parts of the South, Missionary still holds the supreme place.

I have a fine lot of Missionary plants. Give them a trial this season.



TEMPLE

The Temple is a cross between Aberdeen and Fairfax—Made by Dr. Geo. M. Darrow with the purpose of obtaining a new strawberry variety with resistance to red-stele disease. Temple is very vigorous, making a dense bed of unusually tall plants. It is quite productive and nearly as early as the Blakemore, yet not so firm or so acid, but nearly as bright colored. The dessert quality is good. Thus far shipping tests have shown this berry well suited to long-distance shipping. The berries are large, conic, smooth, uniform, and have large, attractive caps. Although the Temple may be adapted over a wide area, it is being introduced mainly for those growers having low dark land. It is not a high land berry. Would suggest you try it.

OTHER EARLY VARIETIES

MIDLAND: A U. S. Department of Agriculture cross of Premier and Redheart, introduced several seasons ago. It does not make as many plants as some of the other early varieties. The berries are large, firm, of good quality, and deep red in color. Midland is very productive for the number of plants grown.

ROBINSON: The Robinson is a variety originated in Michigan, and sometimes known as Scarlet Beauty. It is a cross between the Premier and Washington varieties. This variety has become popular with the northern and mid western growers, from Michigan to Maryland.

The plants make a good wide bed of healthy plants that will grow on most types of soil. The big round blunt pointed berries are borne on large, thick fruit stems, that are well protected with heavy foliage. The berries are solid red all the way through. In some sections the fruit holds up well for shipping, while others do not find it favorable for long distance. However some find it sells for top prices for their local market, because the berries make an attractive appearance.

KLONDYKE: The old standby for shipping to distant markets, adapted to southern planting, berries medium to large, attractive red, flesh very firm and red to the core. Medium in quality, good plant maker, and yields good crops. Commands top prices on the markets.

BELLMAR: A cross of Premier and Missionary. The plants are quite productive. The berries are bright red with a green cap, conical in shape and very attractive. For those not satisfied with Dorsett and Fairfax or Premier will advise giving Bellmar a trial. I have some nice plants for those who like it or who want to give it a trial.

DUNLAP: It is gradually being replaced by Premier because Premier berries are earlier, larger, and more handsome in appearance.

Dunlap is still grown by many of its old friends and we have a nice stock of plants for those who know and want it. Berries are medium in size, bright rich red clear through, and fair to good in quality.

TENNESSEE SHIPPER: A new variety originated in Tennessee and a cross of a Missionary and Blakemore. I would say it was a variety well worth trying.

Tennessee Shipper is an early variety, makes less plants than Blakemore but larger. The berries are attractive, pointed and carry well making it a good shipper.

FAIRMORE: A cross of the Fairfax and the Blakemore and noted for its high quality, and its firmness in shipping.

The plant growth is very vigorous, making larger, but fewer plants than the Blakemore does in this section. The leaves are very large, dark and glossy green. The fruit is very firm and more uniform in shape than the Fairfax. It ripens about the same time as the Blakemore. It is recommended for North Carolina and the Southern States.

MIDSEASON VARIETIES

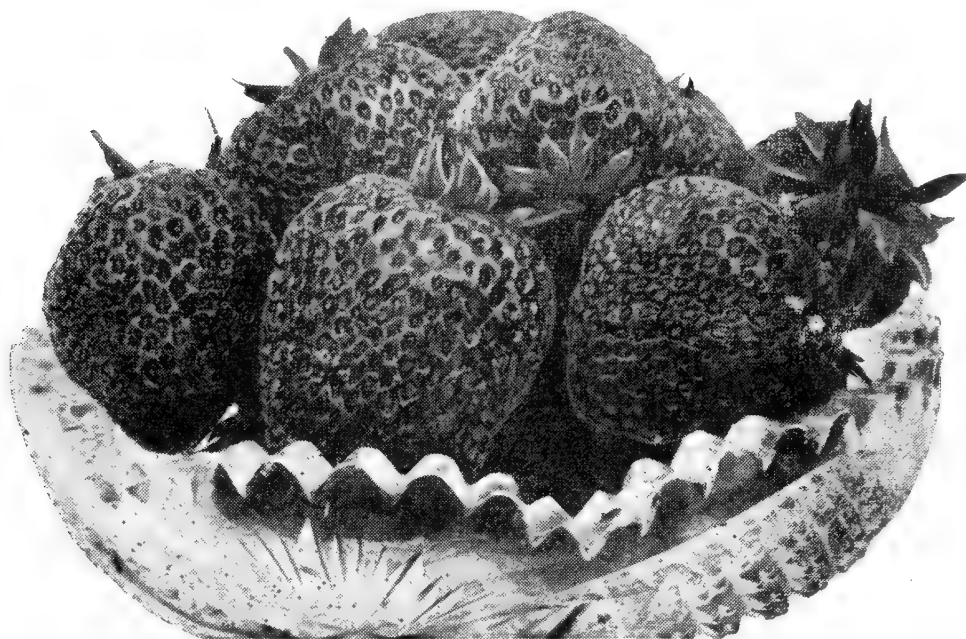


BIG JOE

PLANT GROWTH: The plant is a vigorous grower, very healthy and medium productive.

SIZE AND QUALITY: The berries are large in size and have a large, bright green cap which increases their attractiveness. They are, also, very fine in quality. Market gardeners who retail their berries, those who sell at the farm or on roadside market, or, in fact, anyone who can get a premium for large, handsome, high quality fruit should include Big Joe in their plantings.

PRODUCTIVENESS: No midseason that I have ever grown comes as near to being a worthy runner for Premier as does Big Joe. This variety does well on nearly all types of soil, but, like most others, responds quickly to good care and fertility. When grown for local or nearby markets where the shipping distance is not so great, Big Joe is one of the best money-makers we have. Locally, it comes in with fine, handsome berries just as many of the early varieties are beginning to run down, and brings a premium of a dollar or two per crate over anything then being offered.



CATSKILL

PLANT GROWTH: It is a cross of the Marshall and Premier. When planted in good land and well taken care of, produces a good bed of very attractive and healthy plants.

SIZE AND QUALITY: The berries are very large and uneven in shape but uniform in size, light in color, with a very bright green cap. Thus the appearance will make them attractive on the market. It starts ripening about the time of Big Joe and continues to bear large size berries as long as some of the later varieties

PRODUCTIVENESS: From my experience and talk with growers, it is one of the most productive mid-season varieties ever introduced, equal to Premier under favorable conditions. My customers are using this variety as a late berry as well as mid-season, due to its bearing nice berries as late as some of the late varieties.

ABERDEEN

The Aberdeen is a variety becoming very popular in eastern Pennsylvania and New Jersey, and justly so for it has much to recommend it. The plants show unusual thriftiness, making an abundance of new plants. We recommend planting Aberdeen 24 inches apart in the rows. The Aberdeen is unusually productive. The berries will average larger than Premier, being somewhat pointed in shape, and most every berry is perfect in shape. Its ripening period extends from two to three weeks.

OTHER MIDSEASON VARIETIES

REDCROP

Redcrop is a new midseason variety introduced by New Jersey Exp. Sta. where growers proved it yielded above average. The berries are firm but dark and small; become too dark if left on too long. Recommended for New Jersey and Northern States.

FAIRLAND

This variety is another cross of the Aberdeen and the Fairfax, released by the U. S. Department of Agriculture and the University of Maryland.

Fairland makes a vigorous growth of plants that are healthy and resistant to red-stele. Plants are very productive, ranking with Catskill and Premier. The berries are medium to large, bright red, somewhat firmer than Premier. In tests that have been made in the North and Mid West, it is recommended more for local markets.

TENNESSEE BEAUTY

This is a cross of Premier and a Missionary. It makes a good growth of plants which are very productive.

The berries are light in color, conic and wedge shaped, shiny and very attractive which ripen as a mid to late season.

We have a good supply of plants and would recommend them for a trial.

PATHFINDER

This variety originated in New Jersey Experiment Station. It is a cross of the Premier and the Aberdeen and the tests made of this variety have proven it very satisfactory. Under normal conditions, it ripens about 3 days later than Premier and is very productive over a long season.

The foliage is a dark green and will make a well spaced row of good large plants under good conditions.

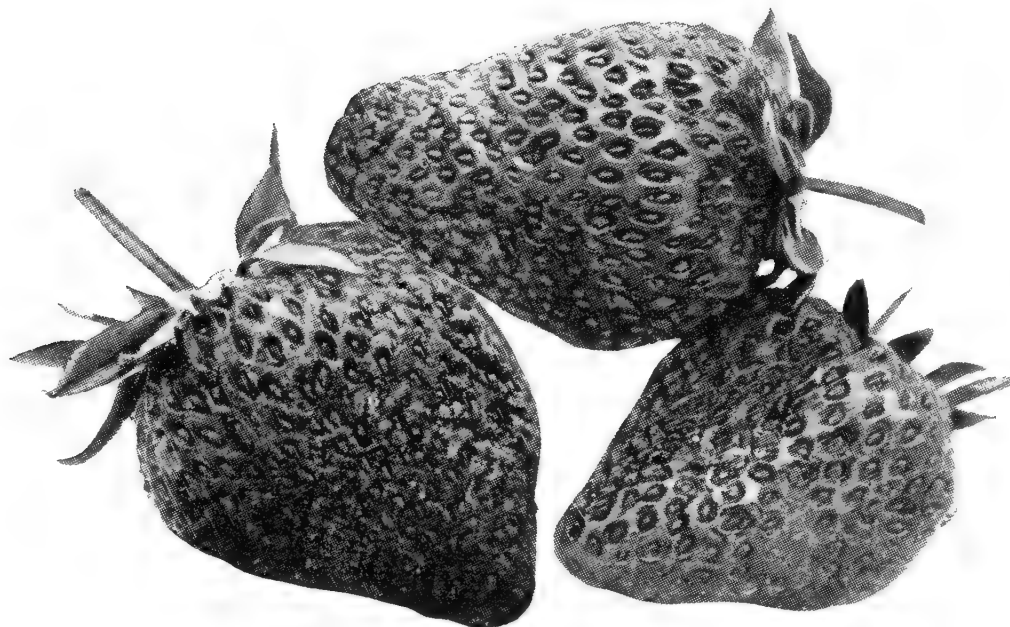
The blossom is perfect, the berries are conic in shape, bright red in color. The size of berries will run as an average, large, with a subacid flavor of good quality.

SPARKLE

A cross of the Aberdeen and Fairfax. It has the appearance of the Fairfax as well as firmness. Berries are slightly dark red, very glossy. The plants are medium large and make abundance of runners. They have proven in test plots to be very productive, of medium to large berries, rated very high for quick freezing. It is fast becoming a popular berry in New Jersey, New York and the New England states.

This variety is highly resistant to red-stele.

LATE VARIETIES



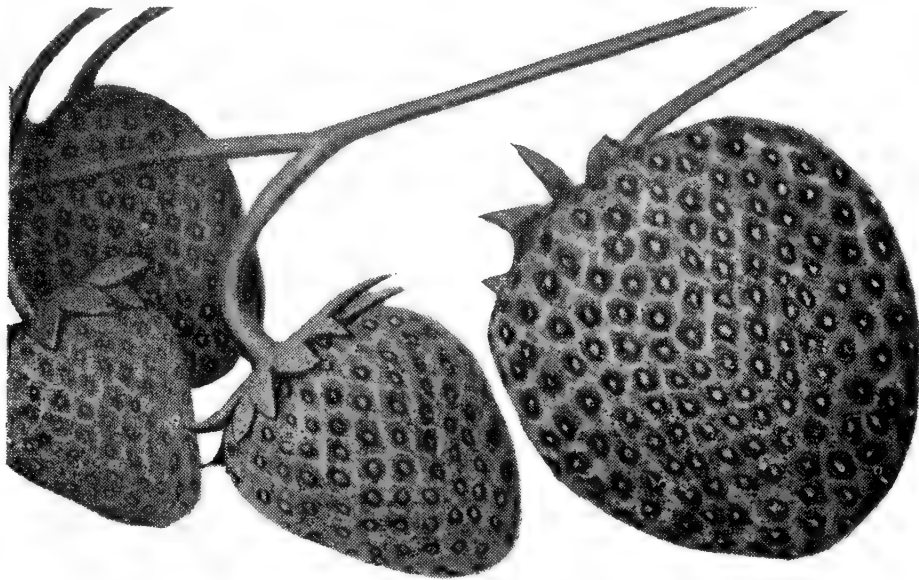
AMBROSIA LATE

This variety, has been considered one of the best late varieties by many growers. The berries are large, pointed, bright red and very delicious. The plants are large and respond well to good care. If you have never tried this variety, would recommend it.

LUPTON

The fruit is very firm and extremely handsome, in fact, I do not know of any kind in existence today that shows up to better advantage when crated, and it is as productive as any kind we have ever grown that was a real fancy berry. It is a perfect flowering kind and is suitable for pollenization purposes if needed, ripening in midseason. It is not a rampant plant maker, but has never failed to make a good bed for us and the plants are heavily rooted and full of vigor. I say again, if you want a strictly fancy berry, plant Lupton, but we do not advise that it be planted on any but a good, rich soil. I have an unusually fine stock of plants for this year and feel sure that those who plant these will pick a heavy crop of berries in 1954. In this immediate vicinity it has partly supplanted the long time popular Big Joe, chiefly because it suffers less frost damage.

FAIRPEAKE



A U. S. Department of Agriculture cross of Fairfax and Chesapeake. It is a better plant maker than the Chesapeake.

The size and firmness of berries equal the Chesapeake. The quality of berries are as good as the Fairfax. You will not go wrong in trying a few of these plants.

GANDY

One of the old favorite late varieties and still considered by some growers in central states. The only trouble it can not be depended on in a very dry season, for it must have a moist, springy soil. For best results, plant in a very rich soil. The berries are medium in size, firm, and slightly acid in flavor.

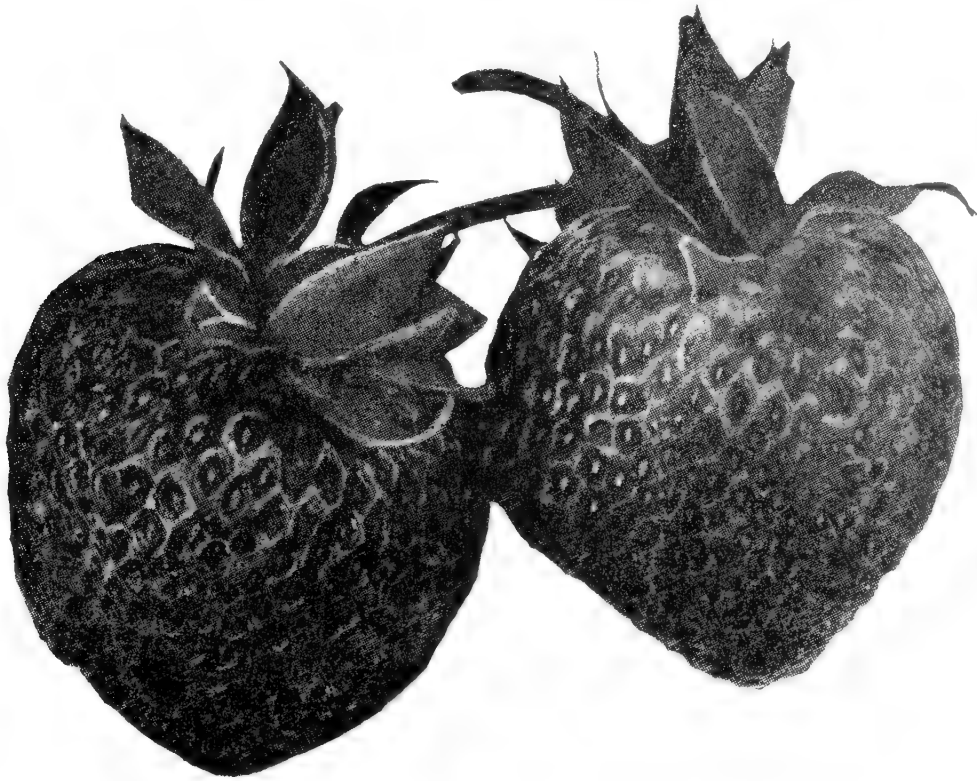
WILLIAM BELT

This variety is the standard of excellence for quality. Berries average large in size, being somewhat irregular in shape, having an attractive cap, and the berries themselves are a bright glossy red, which makes them very handsome. On any market where quality and appearance predominate among the buyers the William Belt will prove a good money-maker for the grower. It does best in the middle and northern states. It can be depended on for plant growth and productiveness. I recommend it to lengthen the Chesapeake season with a high quality berry.

RED STAR

A very late variety, which is growing in popularity in the North and West to Missouri. It is several days later than Gandy. The plants are large and vigorous, easily grown in dark loamy soil.

The berries are bright in color, do not turn dark, very firm glossy skin, tough enough to be called a good shipper. The raised yellow seeds combined with the bright green cap makes the Red Star a very attractive berry. Because of its flavor and tartness, its dessert quality being excellent, its shape retained perfectly when preserved or canned, it is recommended highly as a commercial, and especially as a home garden berry.



AROMA

The best thing in Aroma's favor is its selling qualities. On the Middle West markets Aroma is always quoted higher than average varieties, which in a season of over-production means a lot. My own experience leads me to recommend it as a good pollenizer, though it has not usually been recommended for this purpose. I have found it better than Chesapeake, for it is much more vigorous in growth. Certainly no grower can make a mistake in planting Aroma as it is a real money-maker in many sections.

GIBSON (Parson's Beauty)

Plants very productive, berries very good in quality and excellent for canning. I do not recommend it, however, except for a moist, swampy soil of fair fertility; but when given that, it is one of the greatest berries ever grown, provided the season is not wet at picking time. If there is much rain when they are ripening they are sure to rot badly.

MASSEY

A late shipping variety that makes plenty of plants. They are large with a bright red color and a very green cap, more of a southern berry. Well worth your trying.

EVERBEARING VARIETIES

GROW EVERBEARING STRAWBERRIES

Be sure to include some of the Everbearers in your order. You can have berries for your own use all summer and sell your neighbors enough to pay all costs of growing them. There is a good local demand for these berries.

SUPERFECTION

A new Everbearer, originated in Michigan and seems to have similar characteristics in plant growth and fruiting as the Gem. Like Gem it will produce more plants than the Mastodon. When Superfection is planted in the spring, with proper care and conditions, a good crop of summer and fall berries will be a certainty. It can not be depended upon for spring production, as the Mastodon. If you wish berries in your garden in the summer and fall, try some Superfection.

MASTODON

THE KING OF THE EVERBEARERS

If planted in good land under favorable conditions, they will make a good bed of plants, but under reverse conditions, they are inclined to stool up. The plants are large, the foliage having a dark green glossy color. The berries are of good size, rich in color and are firm enough to ship to moderate distances. Every gardener or farmer should have a plot of Mastodon or Gem plants or both for Fall berries.

STREAMLINER

A new everbearer with a rich red color as the Mastodon, but not as firm as the Gem. It grows well in any section and is recommended for local markets and fruit stands. If you wish to plant everbearers, would advise Streamliner for trial.

GEM

From our experience, this variety is equal to any Everbearer and really has surpassed all, even the Mastodon over a test of several years.

GROWTH OF PLANTS: Under most conditions, Gem will make a good bed of plants. The plants are very prolific. We have seen the runner plants put out blossoms before they had taken root. The berries are medium to large in size, a bright red color and a very good flavor.

When and How to Order

ORDER as soon as you have decided what varieties and how many you want. Write plainly so that I can get your name and address correctly for prompt acknowledgment of order and delivery of plants.

REGARDING YOUR ORDER: Attached to this Catalog is an order blank. By filling it out completely, you will assist us in handling your order promptly and accurately. Give your name and complete address legibly. Check the manner of shipment you prefer. Note the amount that is enclosed in payment of your order. Send the order to us in the enclosed business reply envelope.

PARCEL POST is generally cheapest and most satisfactory for small shipments and with larger shipments in adjoining and nearby states.

With zone rate given here you can easily calculate the amount of postage to send. Be sure to send postage enough as any excess will be returned. If sufficient amount to pay parcel post charges is not sent with the order, the plants will be sent by express collect, or by parcel post, C. O. D., for the amount of postage due, as I cannot keep accounts and send bills for small items of postage.

	25	50	100	300	500	1000
1st and 2nd zones, up to 150 miles__	20c	22c	27c	\$.39	\$.70	\$1.06
3rd zone, 150 to 300 miles-----	21c	24c	31c	.49	.94	1.47
4th zone, 300 to 600 miles-----	24c	29c	38c	.62	1.24	1.95
5th zone, 600 to 1,000 miles-----	28c	35c	48c	.82	*1.70	*2.71
6th zone, 1,000 to 1,400 miles-----	33c	42c	60c	*1.07	*2.27	*3.66
7th zone, 1,400 to 1,800 miles----	37c	48c	71c	*1.29	*2.78	*4.51

* Cheaper by Express for number of plants in these zones.

EXPRESS is generally satisfactory and the best way to ship plants if your order is large, or if the distance is great.

STRAWBERRY PLANTS packed for shipment weigh approximately 4 pounds per 100 plants. Make up your order, calculate the approximate weight and if you do not know your zone from Allen, Maryland, use distances given herewith or ask your postmaster.

WRITE US: We will be pleased to hear from you this season, if we can be of help to you in any way in answering questions regarding varieties, cultural methods, diseases or any other matter concerning strawberries. Please feel free to write us.

LEADING VARIETIES FOR HOME AND COMMERCIAL FREEZERS

There seems to be a matter of taste or opinion of the preference of the most satisfactory varieties for freezing. We have been freezing most of the varieties for several years to test them in our home freezer and have found the following varieties to freeze satisfactorily:

Blakemore	Fairpeake
Missionary	Red Star
Dorsett	Aberdeen
Premier	Big Joe
Fairland	Catskill
Temple	Mastodon
Tennessee Shipper	Tennessean

O

Instructions To Purchasers

TERMS: Cash with order. Remit by Money Order, Bank Draft, Cash in Registered Letter or Personal Check.

PACKING: No extra charge made for packing at these prices.

TIME OF SHIPMENTS: I ship plants from November 1st to May 1st.

LATE SHIPMENTS: All plants ordered shipped after May 1st will be packed and shipped in best possible condition but at purchaser's risk.

UNIVERSITY OF MARYLAND STATE HORTICULTURAL DEPARTMENT CERTIFICATE OF INSPECTION NO. 182, College Park, Md., Oct. 12, 1953

This is to Certify, That on the 10th day of September, 1953, we examined the Nursery stock of J. H. Shivers Plant Farm located at Allen County of Wicomico State of Maryland, in accordance with the laws of Maryland, 1898, Chapter 289, Section 58, and that said nurseries and premises are apparently free, so far as can be determined by inspection, from the San Jose Scale, Peach Yellows, Pear Blight and other dangerously injurious insect pests and plant diseases.

This Certificate is valid until September 30, 1954, unless sooner revoked and does not include nursery stock not grown within this State, unless such stock is previously covered by Certificate and accepted by the State Entomologist and State Pathologist.

G. S. LANGFORD, Chief Inspector

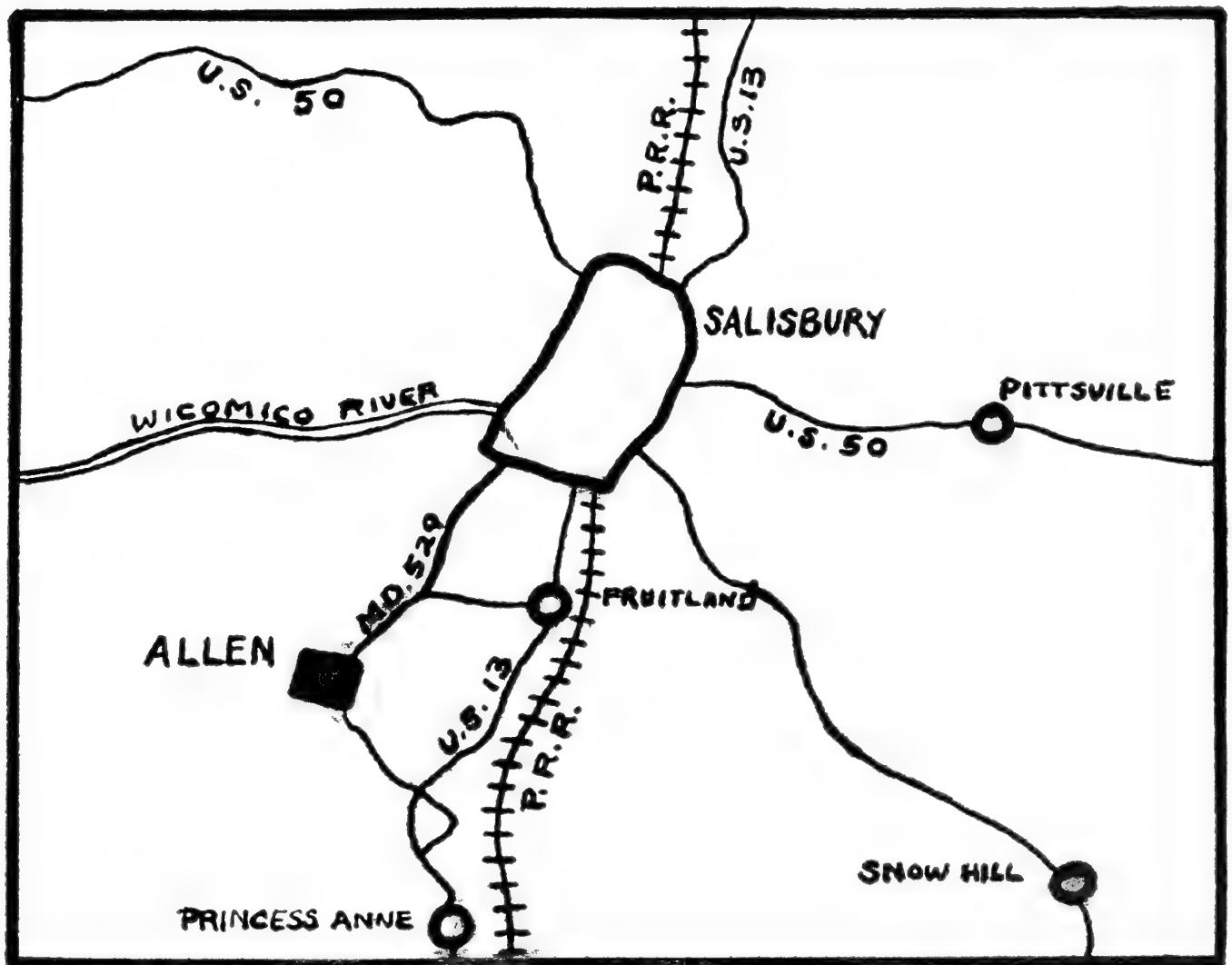
ERNEST N. CORY, State Entomologist.

L. O. WEAVER, State Pathologist

How To Reach Shivers Farms!

Directions For Customers Who Wish To Call For Plants

For our customers who wish to call for their plants at the Shivers Plant Farms, drive to Salisbury, Maryland. Take U. S. Route 13 South to Fruitland, Maryland. There at the stop light, turn right and go about one-half mile to first cross road, turn left for about another one-half mile to Y and take the right fork to Allen. Continue through the village. As you approach the bridge or spillway, turn to road on the right. You will find our farm, the first on the right.



The Shivers Farms is just a few minutes drive from Salisbury on Maryland State Route No. 529 at Allen.

A Few Testimonials From Our Satisfied Customers

The plants which I received before were the best producing plants which I have ever had. I appreciate your kindness.

April 1, 1953

Boyd Monn

Richland Co., Ohio

—O—

Two years ago I received an order of Dorsett Strawberry Plants. I was satisfied. This year I am including Fairfax and Premier with the Dorsett.

May, 1953

Herbert O. Eldred

Erie Co., N. Y.

—O—

I have grown berries for twenty years. I have grown several different varieties but don't find any that will make the growth for me like the Aroma. If you do not have the Aroma to fill my order then send the next best possible to Aroma.

Feb. 10, 1953

Clarence Carter

Warwick County, Ind.

—O—

I am sending you an order for Midland which must be fresh dug, the same as last year's which were O. K.

Feb. 2, 1953

William Lees

Morris Co., New Jersey

—O—

Please ship the following order of Blakemore and Premier at once. We were well pleased with the other order.

March 30, 1953

E. E. Dysinger

Miami County, Ohio

—O—

Please send me your new catalog of strawberry plants. I wish to order some of the Blakemore this spring. I have a patch of this variety. The plants which I ordered from you have made a good bed of plants and I wish to set more this year. The Blakemore is a fine berry.

Jan. 20, 1953

Mrs. Bessie Kelly

Pocahontas Co., W. Va.

—O—

Enclosed is Money Order for Premier and Catskill plants. Please inform me the amount for postage and I will forward same. Mr. Pease, my friend, recommended your plants highly.

April 24, 1953

Mrs. Elizabeth Weingarten

Rensselaer Co., N. Y.

—O—

My neighbor, Mr. Jake Baeumner, has been getting plants from you for several years. He gave us your catalog. We would like the order enclosed sent by Express March 31 to April 10.

March 2, 1953

Alvin J. Flamm

Jefferson Co., Missouri

—O—

I bought plants from you two years and they were fine. Send the order of everbearing variety as soon as possible.

March 17, 1953

Fred H. Warnsmann

Baltimore, Md.

J. H SHIVERS PLANT FARMS

ALLENWicomico CountyMARYLAND

Send to _____ R. F. D. _____

Post Office _____ Box _____

Ship by Parcel Post ().

Ship by Express (). Shipping Station _____

County or Street _____ State _____

Date of this order _____ 195__ Ship about _____ 195__

Amt. Enclosed: Check \$_____ Money Order \$_____ Stamps \$_____ Cash \$_____

Please write name and address plainly, and fill all blanks perfectly. Always state how goods shall be sent. Make all letters short and to the point.

Quantity	Variety of Stock Wanted	Price

Order some Premiers the sure cropper.

IMPORTANT!

Please Check
One

If Sold Out of Varieties Ordered

SUBSTITUTE A Suitable Variety of Equal Value———.

☐

RETURN My Order and Money for Varieties Not Available—.

☐

PRICE LIST

OF

STRAWBERRY PLANTS

Large commercial growers: Write for our quantity prices, stating variety and quantity desired.

Wholesale trade: We will quote you our best prices upon request.

By Express, Receiver to Pay Charges

Early Varieties	25	50	100	250	500	750	1000	5000
✓BELLMAR -----	\$1.30	\$2.17	\$3.50	\$6.84	\$10.94	\$14.33	\$17.50	\$77.50
✓BLAKEMORE -----	.95	1.60	2.60	5.20	8.15	10.75	13.00	55.00
✓DORSETT -----	1.27	2.12	3.40	6.80	10.62	14.00	17.00	75.00
✓DUNLAP -----	1.05	1.75	2.80	5.60	8.75	11.55	14.00	65.00
✓FAIRFAX -----	1.30	2.17	3.50	6.84	10.94	14.33	17.50	77.50
✓FAIRMORE -----	1.05	1.75	2.80	5.60	8.75	11.55	14.00	65.00
✓KLONDYKE -----	.94	1.56	2.50	4.99	7.81	10.31	12.50	57.50
✓MIDLAND -----	1.40	2.25	3.50	6.95	10.80	14.25	18.00	85.00
✓MISSIONARY -----	.94	1.56	2.50	4.99	7.81	10.31	12.50	57.50
✓PREMIER -----	1.20	2.00	3.20	6.40	10.00	13.20	16.00	70.00
✓ROBINSON -----	1.20	2.00	3.20	6.40	10.00	13.20	16.00	70.00
✓TEMPLE -----	1.27	2.12	3.40	6.80	10.62	14.00	17.00	75.00
✓TENNESSEAN -----	.90	1.50	2.40	4.80	7.50	9.90	12.00	55.00
✓TENN. SHIPPER -----	1.05	1.75	2.80	5.60	8.75	11.55	14.00	65.00
✓TENN. BEAUTY -----	1.10	1.80	2.90	5.80	9.05	11.95	14.50	67.50
✓SOUTHLAND -----	.95	1.60	2.60	5.20	8.15	10.75	13.00	55.00

Midseason Varieties								
✓ABERDEEN -----	1.10	1.80	2.90	5.80	9.05	11.95	14.50	67.00
✓BIG JOE -----	1.27	2.12	3.40	6.80	10.62	14.00	17.00	75.00
✓CATSKILL -----	1.27	2.12	3.40	6.80	10.62	14.00	17.00	75.00
✓FAIRLAND -----	1.30	2.17	3.50	6.84	10.94	14.33	17.50	77.50
✓PATHFINDER -----	1.30	2.17	3.40	6.84	10.94	14.33	17.50	77.50
✓MASSEY -----	1.30	2.17	3.40	6.84	10.94	14.33	17.50	77.50
✓SPARKLE -----	1.27	2.12	3.40	6.80	10.62	14.00	17.00	75.00
✓REDCROP -----	1.15	1.90	3.00	6.00	9.40	12.45	15.00	70.00

Late Varieties								
✓AROMA -----	1.05	1.75	2.80	5.60	8.75	11.55	14.00	65.00
✓AMBROSIA -----	1.35	2.25	3.60	7.20	11.25	14.85	18.00	80.00
✓FAIRPEAKE -----	1.35	2.25	3.60	7.20	11.25	14.85	18.00	80.00
✓GANDY -----	1.05	1.75	2.80	5.60	8.75	11.55	14.00	65.00
✓GIBSON -----	1.05	1.75	2.80	5.60	8.75	11.55	14.00	65.00
✓LUPTON -----	1.20	2.00	3.20	6.40	10.00	13.20	16.00	75.00
✓RED STAR -----	1.35	2.25	3.60	7.20	11.25	14.85	18.00	80.00
✓WM. BELT -----	1.35	2.25	3.60	7.20	11.25	14.85	18.00	80.00

Everbearing Varieties								
✓GEM -----	2.25	3.75	6.00	12.00	18.75	24.75	30.00	130.00
✓MASTODON -----	2.25	3.75	6.00	12.00	18.75	24.75	30.00	130.00
✓SUPERFECTION -----	2.25	3.75	6.00	12.00	18.75	24.75	30.00	130.00
✓STREAMLINER -----	2.25	3.75	6.00	12.00	18.75	24.75	30.00	130.00



Our 1954 Special Offers

Your choice of any 4 varieties listed in this catalog not prepaid.

1 Everbearing and 3 Standard Varieties or
4 Standard Varieties.

100 plants,	25 each of 4 varieties	\$ 3.50
200 plants,	50 each of 4 varieties	6.00
400 plants,	100 each of 4 varieties	11.00
1000 plants,	250 each of 4 varieties	21.50

We will deliver to you prepaid

FOR \$3.50

25 Premier

25 Tenn. Beauty

25 Catskill

25 Red Star

FOR \$6.00

50 Premier

50 Big Joe

50 Robinson

50 Everbearers

FOR \$10.00

100 Fairfax

100 Premier

100 Catskill

100 Fairpeake

J. H. SHIVERS PLANTS FARM

ALLEN Wicomico County MARYLAND

